THE INFLUENCE OF AESTHETIC PROPERTIES OF PRODUCT PACKAGING ON CONSUMERS’ PREFERENCES

T. Letuta, A. Gasanova, D. Grygorets

With the help of marketing research, the influence of aesthetic packaging properties on customers’ preferences is analyzed. The aim of such research is to determine packaging elements that influence consumers' decision on buying the corresponding product. The innovations in product packaging are analyzed. Considering them as an important part of business activity, current questions of nutritional product packaging study are revealed. The authors have studied the consumers’ treatment of packaging design and their level of innovations comprehension in this field. Online survey is conducted, on the basis of which the following conclusion is made: modern Ukrainian market seems to be compositionally uniform, that leads to the necessity of more detailed study of consumer preferences to timely packaging design development and innovations implementations in this field of activity.

Keywords: packaging, design, composition, demand.